

NEWS RELEASE

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Utah Tourism Board Approves \$2.2 Million in Cooperative Marketing Projects

Third Year of Funding to Promote Utah "Life Elevated" Brand to Out-of-state Visitors

Layton – Members of the Utah Board of Tourism Development have approved nearly \$2.25 million in funding from Utah's Cooperative Marketing program. The board approved 43 of the 48 applications submitted to the Utah Office of Tourism by non-profit tourism entities in 21 of Utah's 29 counties. Applications were not received from the other eight counties.

"This program has given us a chance to work with our stakeholders and tourism partners to leverage our advertising program and promote Utah's 'Life Elevated' brand in targeted domestic and international markets," said Leigh von der Esch, managing director of the Utah Office of Tourism, part of the Governor's Office of Economic Development. "This is our fifth round of funding since the program was established by lawmakers in 2005. We appreciate legislative support to ensure Utah will be a year-round destination for multiple attractions, including recreation, the arts, festivals, culture, history, technology, business, and quality of life."

"The funding is well distributed throughout the state," said Hans Fuegi, chairman of the board's Cooperative Marketing Committee. "Events and marketing efforts by our tourism partners will drive business and increase tourism expenditures."

"It's so exciting to be a part of the process that not only benefits Davis County, but the state as a whole," said Barbara Riddle, president and CEO of the Davis Area Convention and Visitors Bureau. "The cooperative marketing program helps us stretch our marketing dollars."

Approved Applications	
1.	Alta Resort Association - \$40,000
2.	American West Heritage Center - \$9,500
3.	Bear River Association of Governments - \$7,750
4.	Beaver County Travel Council - \$8,000
5.	Cache Valley Visitors Bureau - \$40,662.50
6.	Castle Country – National Geo Magazine - \$17,743
7.	Castle Country Travel Regions - \$21,000
8.	Davis Area CVB - \$45,282.38
9.	Davis Area CVB – Ski Project - \$10,550
10.	Davis Area CVB – Meet in Utah - \$97,000
11.	Downtown Ogden Inc. - \$13,000
12.	Friends of the Moab Folk Festival - \$15,000
13.	Garfield County Office of Tourism - \$39,540
14.	Heber Valley Chamber CVB - \$10,000

15. Heber Valley Chamber/CVB – Golf Wasatch - \$26,000
16. Heber Valley Chamber/CVB – Snowmobiling - \$21,500
17. Huntsman World Senior Games - \$30,350
18. Moab Area Travel Council - \$237,711
19. Moab Arts Council - \$3,750
20. Moab Music Festival - \$15,000
21. Ogden Weber CVB - \$31,000
22. Park City Chamber/Bureau - \$223,000
23. Park City Performing Arts Foundation - \$106,500
24. Pioneer Theater Company - \$17,500
25. Salt Lake CVB – Ski Salt Lake - \$150,000
26. Ski Utah - \$250,000
27. Sportsmen for Habitat - \$100,000
28. St. George Area CVB – Zion Country Action Tours - \$25,000
29. St. George Area CVB – Zion Park 100th Anniversary - \$35,000
30. St. George Red Rock Golf Trail - \$33,000
31. Sun Parks Inc. - \$39,266.50
32. Town of Springdale - \$5,000
33. Tuacahn Center for the Arts - \$44,800
34. Utah Festival Opera - \$65,000
35. Utah Museum of Fine Arts - \$100,000
36. Utah Shakespearean Festival - \$98,402
37. Utah Symphony & Opera - \$75,000
38. Utah Theatre Festival Corporation - \$10,00
39. Utah Valley CVB - \$81,948
40. Utah Valley CVB - \$9,000
41. Wasatch Western Heritage - \$12,400
42. Wayne County Travel Council - \$11,000
43. Zion Canyon Visitors Bureau -\$17,000
Total \$2,249,155.38

Those eligible for the co-op program include cities, counties, non-profit destination marketing organizations, and similar public entities that have been established as a non-profit for a minimum of one year. The Utah Office of Tourism will match up to 50% of the cost of a marketing project. All projects must utilize the Utah “Life Elevated” brand.

For additional information on the state’s Cooperative Marketing program, contact the Utah Office of Tourism, 300 N. State St., Salt Lake City, Utah, 84114, (801) 538-1900 or visit http://travel.utah.gov/cooperative_mktg/co-opmktg.htm.

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